

SENIOR SOCIAL PUBLICIST / SENIOR SOCIAL ACCOUNT EXECUTIVE

Overview:

Mission is actively looking for an experienced social publicist/ social account executive with food and beverage and/ or, lifestyle experience to join a dynamic and multi-skilled campaign team to work across a range of luxury food, beverage and lifestyle brands. The ideal candidate must have strong media industry contacts and a sound understanding of social content and the social channels.

Skills Required:

- A strong working knowledge of a wide spectrum of broadcast, print and electronic media and the different requirements of national, vertical, lifestyle and regional media
- Established network of contacts from journalists and editors to bloggers and influencers
- Proven success at written and verbal 'selling-in', including to the national media with high volume results
- Quality writing of all PR materials
- A team player
- Highly organised and with good account administration skills
- Personable and great interpersonal skills, both with clients and media
- Excellent communicator, on the phone and on paper

mission